CHAPTER I

INTRODUCTION

1.1 Background

The Ferntree Gully Village Traders Association (The Association) is a not-for-profit organization which is run by local traders serving as volunteers. The organization is based in one of the oldest communities in the Knox City area and has many tourist attractions. Many of the tourist locations are filled with a rich history which dates to when Aboriginal people lived in the area. The Ferntree Gully Village area is surrounded by luscious greenery to which residents and traders adore. It is important to note that the organization is wanting to maintain its historical goal of maintaining the special nature of the village as well as ensuring the vegetation of the area and the mountains stays well preserved. As well as highlighting the important work done by the committee.

With the village consisting of a variety of businesses that has been run by the local traders and community Groups, The Association acts as a central Group connecting the traders together as well as creating a community. The primary goal of The Association is to encourage growth of potential customers or foot traffic to the village and supporting traders' growth. Additionally, The Association acts as the base for promoting Ferntree Gully Village and its member Traders to gain recognition and other beneficial aspects.

Prior to the introduction of Swinburne's student team, The Association had set up the foundations of a website and supporting social media platforms. In its previous state, the website was a non-functioning, out-of-date system that served little purpose to the client in its broken state. As the site was made in the mid 2000's and hadn't been updated much since, it didn't function in the way the association needed as a modern organization. For example, the following elements were out of date:

- Branding

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- Content
- Links
- Web Pages

Alike to the website, the Association's branding was very out of date being last updated in the early 2000's. This would require a complete refresh and application to all digital and traditional assets.

As Ferntree Gully Village Traders Association's main concern was how out of date their platforms, branding and marketing strategy were, this presented an opportunity to refresh the entire organization and establish systems that will support them for many years to come

1.2 Problem Statement

1. Developing a website that is fully functional with all the features running and to be up to date to the current modern designs and functionality.
2. To increase online and foot traffic through the creation of the website by promoting the village and the locations.
3. Increase awareness and promote traders of Ferntree Gully Village Traders through the creation of an online platform.

1.3 Scope of Work

By introducing a brand-new website, inclusive of the branding and marketing strategy, the association have a new and improved initial touch point with its customers and traders. The development of the website will be done using the WordPress platform and with the availability of a proper functional website, this is an important aspect of any business as the site is often the face of the company and plays a crucial role in how viewers perceive the organisation it represents. In taking advantage of the need for a new website, the association will now be able to deliver their services in a more efficient and applicable manner, achieving better customer engagement and retention. In addition, the website focuses on viewers of different ranges to normal viewers viewing the website to gain interest of the villages, to those who have businesses and are interested to join and be part of Ferntree Gully Village Traders and become a trader. The main platform that is used is WordPress

and this platform will be used to focus on the developing of the website as well as the managing of the website. It is important to choose a platform that the group feels that the members understand to use and from the client side also understanding and have prior knowledge on the platform used.

Below is the following outcome that are focused on to be created by the group:

1. Marketing Strategy (1-3 Year Strategy)

    a. Website

    b. Social Media, and

    c. Events

2. Branding Refresh

    a. Logo

    b. Color Palette

    c. Website,

    d. Social Media,

3. Website Development

    a. Site

        i. Home Page

        ii. Traders Directory

        iii. Events

        iv. News

        v. About Us

            1. About the Community

            2. About the Association

vi.   Traders Information

b. Privacy Policy

c. Documentation

d. Site Analytics

In contrast, the following list explains what was out of the project scope:

- The creation of a mobile application

- Virtual tours around the village

- A login system for the website.

1.4 Purpose of Work

1.   To increase online and foot traffic through digital platforms and making the village a destination for travelers

2.   Improve services offered to traders through the website

3.   Increase trader membership to gain profits

1.5 Benefit of Work

By conducting a complete refresh of their website, branding and marketing strategy, the team will have created a comprehensive solution to the Associations problems and take advantage of all opportunities to improve their assets.

For example, by completely rethinking the organization's branding across all facets of the organization, it will allow them to improve their connection to potential customers and traders as they are more relatable, approachable, and perceived to be a more modern business.

In support of new branding, an updated marketing strategy will help them better engage customers, resulting in increased foot and digital traffic, higher levels of trader membership and eventually lead to an increase in revenue.

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By introducing a brand-new website, inclusive of the branding and marketing strategy, the association have a new and improved initial touch point with its customers and traders. This is an important aspect of any business as the site is often the face of the company and plays a crucial role in how viewers perceive the organization it represents. In taking advantage of the need for a new website, the association will now be able to deliver their services in a more efficient and applicable manner, achieving better customer engagement and retention.

1.6 Systematic of Work

The body of work will include the introduction which is under Chapter I, which will consist of explanation regarding the background, problem statements, scope of work, the purpose of work, the benefits that the work leads to, and the systematics of work. The next chapter is the literature review, which will explain the theory and the research that went into the work which allowed the work to determine the process and tools used in the work. The third chapter which is the research and methodology will provide the overview of the work done for Ferntree Gully Village Traders Association in a more detailed manner. The fourth chapter will review the final results of the work done and show how the final result works. Lastly, the last chapter is conclusions and recommendation will conclude all the work that has been done for Ferntree Gully Village Traders Association, and provide advice and future work on the project that can be done and taken as reference for Ferntree Gully Village Traders.